

**BUSINESS METHOD AND USER INTERFACE FOR PRESENTING BUSINESS
ANALYSIS INFORMATION SIDE-BY-SIDE WITH PRODUCT PAGES OF AN
ONLINE STORE**

ABSTRACT

5 A computer interface to an online store is also used in a business method. The interface has one
or more product pages that have product information about one or more products. The product
information is obtained from the online store. An analysis data window is presented concurrently
with and in proximity to the respective product page. The analysis data window has analysis data
about the effectiveness of the respective product page. In a preferred embodiment, the type of
analysis data is determined by a type (class) of analyst that uses the interface. A method of doing
business uses the interface to determine the effectiveness of and improve various information
presented on the product page.